

FIVE QUESTIONS WITH SHANNON PAIGAH ...

BRIDAL EXPO SOMETHING MORE

BY KIMBERLY PIERCEALL
STAFF WRITER

Shannon Paigah was 1 when she arrived in the United States from Iran. Her future husband was in his teens when he did the same. And when they got married, there weren't wedding blogs and infinite ideas posted to Pinterest to inspire their ceremony and reception.

There were certainly traditions, though. Looking back, she wished the event had been more of a fusion of their personalities, something more modern.

That's what she's hoping to inspire at her Something Lovely Wedding Event, a luxury bridal expo taking place Sunday at the Orange County Museum of Art.

Paigah used to have a wedding favor business that personalized the wedding gifts given to guests by including a bit of the bride and groom's cultures. When she was an exhibitor at mainstream wedding shows, she felt out of place.

So she started her own shows, hand-picking wedding planners, photographers, caterers and venues from Orange County, Los Angeles County and San Diego County. Her own Something Lovely Something Sweet will be on display, offering custom candy and dessert buffets to couples planning their nuptials.

1 Q. What are the biggest trends you're seeing in weddings?

A. One big trend is fusion. And I feel it's not even a trend, it's here to stay. It can be really anything, just melding together two different personalities, two different people getting married.

Something else we see a lot of is floral. Table centerpieces aren't just your flowers for your wedding. We're seeing it a lot in event design (flowers from the ceiling, or walls of flowers as a backdrop, for example). Floral has come a long way.

2 Q. Why this focus on fusion? Is it because grooms are getting more involved in planning?

A. I think that's part of it. Our grooms want more of a say and I think brides want to incorporate their likes and dislikes. ... When I got married, I didn't stop and think about what I want as far as a wedding ceremony and a wedding reception. There was not a lot of inspiration back then. This is kind of a redemption of my own wedding.



COURTESY OF SOMETHING LOVELY WEDDING EVENT

A model walks the runway at the 2013 Something Lovely Wedding Event in Orange County.

Shannon Paigah

Age: 38

Family: Married with two sons, 3 years old and 6 years old

Something Lovely Wedding Event

When: Noon to 4 p.m. Sunday

Where: Orange County Museum of Art, 850 San Clemente Drive in Newport Beach

Cost: \$45 advance; \$55 at the door

Information:

somethinglovelywedding.com and [facebook.com/SomethingLovelyWeddingEvent](https://www.facebook.com/SomethingLovelyWeddingEvent)

A. We do a lot of research before we bring our partners in. ... We do all that work for the bride and groom. We hand-pick vendors (and) put it in front of them in a beautiful way.

4 Q. What were you doing before Something Lovely Wedding Events' first show last year?

A. I had my own wedding favor business (GIVfavors.com). I had started after a long career at Allergan Pharmaceuticals (human relations). I always had this thing for wedding favors, and I always wanted to do wedding favors for different cultures.

5 Q. If you could do it all over again, what would your wedding look like today?

A. I would hire a planner. I never hired a planner and that was a big mistake on my part. ... You need someone to kind of take that burden off of you, to help you with the process.

I would have definitely made it more modern. ... I would have definitely used more turquoise.